

EXPORT PATHTM

Workshop on Boosting the Nigerian Agricultural Sector : AGOA & US Market Access

Dr. Emeka Nwankwo

President & CEO

Vertical Optimization, LLC

Civic Center, Lagos

June 9-10, 2009



Vertical Optimization, LLC

... Growing Small Ideas Into Smart BusinessesTM

Export Path



www.export-path.com

...From Our Doorstep To Prosperity^[TM]



Vertical Optimization, LLC

... One Enterprise At A TimeTM

What Is Our Mission?

To Make Good Products &
Sell Them In The US
(for a start..)



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So What Is Export PathTM?

It is a highly structured and disciplined process
for assisting exporters DEVELOP their
products and SELL them in the US market



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So What Is It NOT?

- Export Path is NOT about lectures or certificates
- It does NOT facilitate trade shows or exhibitions



So What Is Success?

- Making and selling high-quality products in the international market
- Getting “green cards” *for your products*



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.... There is a lot we can do
(on our own!)

We need to get started!



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How Does It Work?

Phase I: Upstream Operations (Access To Information)

Phase II: Midstream Operations (Access To Productive Capacity)

Phase III: Downstream Operations (Access To The *Marketplace*)



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Phase I (Access To Information)

- The Most Important
- The Longest
- The Most Demanding
- The Most Exciting!



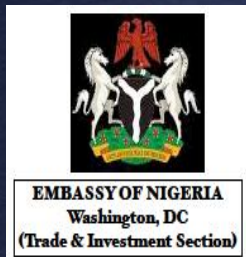


Export Path Workshop

Dr. Emeka Nwankwo
President,
Vertical Optimization, LLC

..From Our Doorstep To Prosperity^[TM]

- Export Path is a public-private partnership of Nigerian & US organizations.
- Export Path assists *micro*-entrepreneurs develop, finance and market products in the US and regional markets.
- It offers one seamless export platform for several AGOA-eligible countries.
- Export Path partners work together to provide hands-on market intelligence & product development, integrated export financing AND actual US product sales.
- Product verticals include FOOD, HEALTH & BEAUTY, LIFESTYLE & HOME GOODS.
- The workshop shall provide details of how the program works and outlines services available to assist Nigerian exporters get into the US market.



Phase I (Access To Information)

- The Most Important
- The Longest
- The Most Demanding
- The Most Exciting!



What Is The Long-Term Direction?

One Seamless Integrated Export Platform For
Many African Countries (including the
community of AGOA-eligible countries)



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Where Else Is Export Path Going?

(Stage I)

REGION 1:

- **Nigeria**
- Cameroon

REGION 2:

- **Ethiopia**
- **Kenya**
- **Tanzania**
- Uganda
- Rwanda

REGION 3:

- Seychelles
- Mauritius
- Madagascar

REGION 4:

South Africa
Lesotho
Swaziland

REGION 5:

Namibia
Botswana
Malawi
Zambia
Zimbabwe (**)

REGION 6:

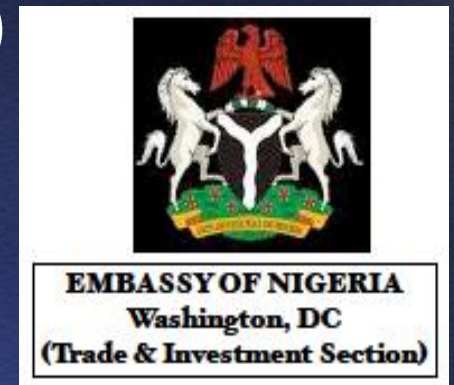
Ghana
The Gambia
Liberia
Sierra Leone



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Export Path (NIGERIA)



Export Path (GHANA)



The Copyright Office



What Is At The Core Of Export Path?

1. We develop your products.
2. We help you access finance.
3. We sell your products.

It is more focused on the “operational”



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Challenge

Export Path Has Many Moving Parts...

It Is A Difficult Effort To Design,
It Is A Difficult Effort To Coordinate,
It Is A Difficult Effort To Manage



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What Is The Exporters' Responsibility?

Play By The Rules....



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Product Verticals

1. Food
2. Giftware & Lifestyle
3. Health & Beauty
4. <Literature & Entertainment>



Mechanism for Market Access

1. Brick-and-Mortar

- Buyer
- Distributor
- Own Store
- Transient Access (Trade Shows/Exhibitions, etc.)

2. E-Commerce

- Business to Consumer (B2C)
- Business to Business (B2B)

3. Hybrid Model



Quick Comparison

Brick & Mortar

- High Visibility
- High Fixed Cost
- High Operating Cost
- Limited Operational Flexibility
- High Customer Familiarity
- Limited Analytical Probes

E-Commerce

- Limited Visibility
- Very Low Fixed Cost
- Low Operating Cost
- High Operational Flexibility
- Increasing Customer Familiarity (US & EU)
- Outstanding Analytical Probes



Primary Routes To Market

1. Business-To-Consumer (B2C)



2. Business To Business (B2B)



[Secondary] Routes To Market

1. Big Box Stores
2. Online Resellers
3. Wholesale Buyers



Fact Check

Export Path is primarily an e-commerce based platform

<http://www.export-path.com>



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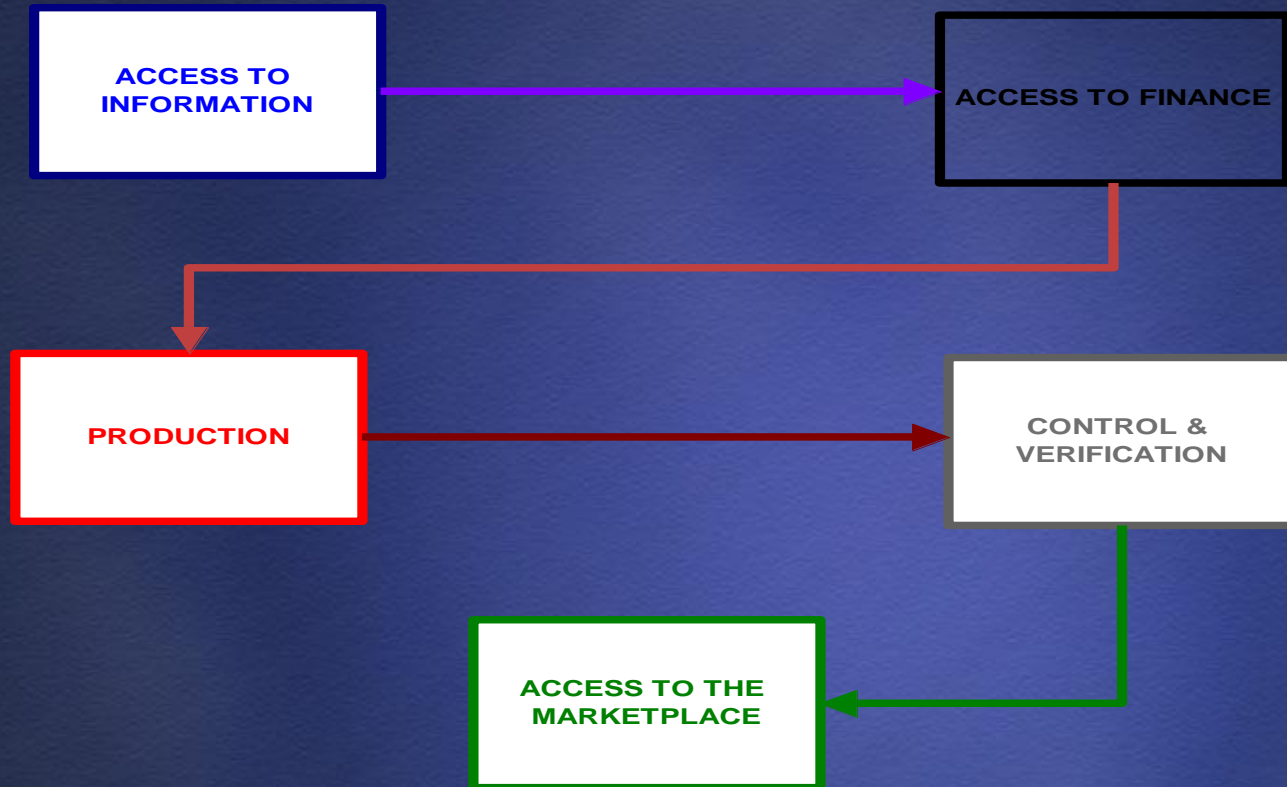
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On The Global Financial Crisis...

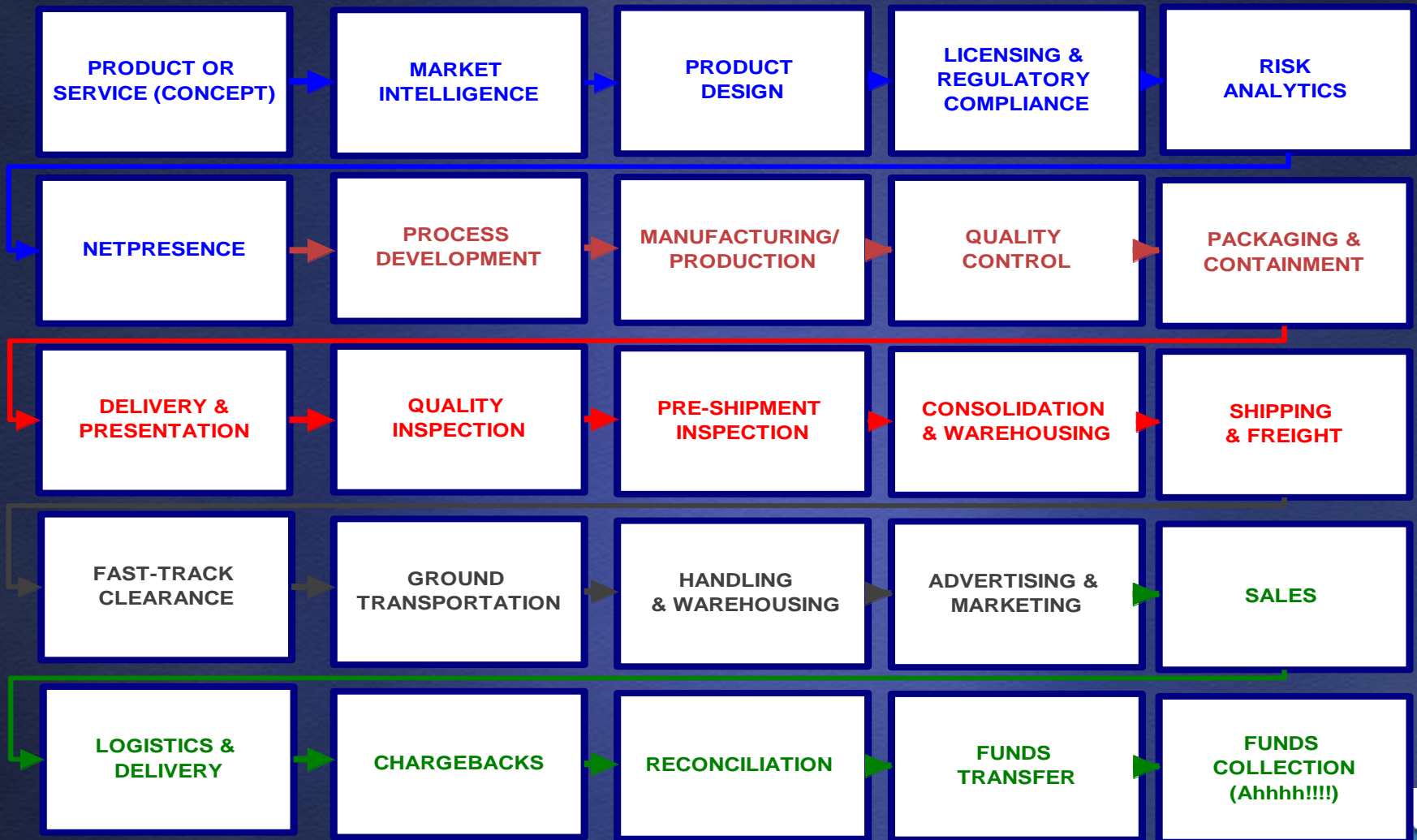
- There is a silver lining
- Opportunity to develop regional markets
- Opening for small exporters to fill gaps



Route-To-Market



Export Path (To-Market)



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Interested?

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